

U.S. Embassy Small Grants Program Concept Paper Guidelines

The first step in applying for funding through the U.S. Embassy Small Grants Program is to submit **a two-page** Concept Paper that briefly outlines the proposed project. Organizations whose Concept Paper is approved will continue to stage two, and be invited to submit a complete, detailed Project Application.

Please read these instructions thoroughly as incomplete Concept Papers will not be reviewed.

Concept Papers must address one of the following themes:

Theme 1: Promotion of civil society, including public participation in government decision making.

- Work with local communities to develop policies and programs;
- Promote public participation in local governance;
- Build productive relationships between citizens and government;
- Monitor and evaluate state programs;
- Advance cooperation between Kazakhstani NGOs;
- Foster volunteer movements and projects.

Theme 2: Protection of human rights.

- Raise public awareness about human rights;
- Monitor and evaluate implementation of human rights' treaties ;

Theme 3: Promotion of diversity and tolerance.

- Advance public education and awareness of the importance of cultural diversity and tolerance;
- Work in the field of conflict resolution;
- Promote integration, multiculturalism, and intercultural dialogue;
- Develop networks for increasing tolerance and respect.

For all themes, priority will be given to projects that:

- **Yield concrete results; projects consisting solely of conferences or roundtable discussions will not be funded.**
- **Target vulnerable populations, such as economically or socially disadvantaged youth.**

Successful concept papers will:

- Provide a clear, concise, and well-supported statement of the problem to be addressed;
- Include specific, measurable, attainable and time-framed project goals and objectives;
- Present a clear implementation plan to address the issue;
- Provide a compelling argument that the planned activities are realistic and achievable within suggested activity timelines;
- Describe the prospective organization's capacity to perform the proposed project;
- Define the target audience; and

- Provide a workable budget estimate.

The Small Grants Program **will not** consider Concept Papers that include the following activities:

- Support for or lobbying on behalf of a particular political party;
- Religious activities;
- Strictly charitable or humanitarian activities;
- Theoretical research;
- Individual or group international travel grants; or
- Capital construction projects.

Concept Paper Submission Procedure:

- Concept Papers must be submitted by email to SGP-Kazakhstan@state.gov by **midnight March 25, 2016**. Please indicate in the Subject Line: SGP Concept Paper – [Name of Organization].
- Concept Papers can be submitted in either English, Kazakh, or Russian.
- Faxed, mailed, or hand delivered Concept Papers will not be accepted.
- **Concept Papers must follow the outline** described below. Incomplete submissions will not be reviewed.
- **Only organizations whose Concept Paper is approved will proceed to the second stage of the application process, and be invited to submit a complete, detailed Project Application.**

Concept Paper Outline and Content Requirements:

Concept papers must follow the outline described below. Incomplete or differently formatted submissions will not be reviewed.

Concept Papers must be no more than two pages, using Times New Roman 12 point font, single-spaced. Margins should be 2 cm on all sides of the document.

- 1. Date of application.**
- 2. Contact information** - name of the organization and the person responsible for submitting the concept paper and his or her title/position, contact Information for both, including address, phone, email address.
- 3. Information about organization** (Introduce the NGO. What is the NGO's experience implementing similar project? How sustainable is the NGO?)
- 4. Project Title.**
- 5. Problem statement** (What problem will the proposed project address? What is the desired result, in other words, the strategic vision?)
- 6. Goals and objectives** (What specific, measurable, attainable, realistic, and time-framed goals or objectives will result in realization of the strategic vision?)

7. **Implementation plan** (What steps will you take to achieve your goals and objectives? What stakeholders in the public, private, and civil society sectors will you engage? Will there be any public outreach or interaction with the media?)
8. **Estimated project time lines** (When will the project begin and end? What are the major milestones? For complicated projects, a weekly or monthly schedule of events/actions that will be taken may be helpful.)
9. **Evaluation and Impact** (How will you know if you achieved your goal? How will you objectively measure success?)
10. **Sustainability** (How will the proposed solution be sustained once this grant's funding expires?)
11. **Target audience** (Who will benefit from the proposed project?)
12. **Estimated budget** (What is the estimated total amount required to implement the project?) If a Concept Paper is approved, a full budget will be requested as part of stage two of the application process.

Applicants with questions or clarification requests regarding the Concept Paper may email SGP-Kazakhstan@state.gov or call +7-7172-702217.

Concept Papers will be evaluated based on the following criteria:

- **Introduction - 5 points**
- **Problem Statement, Goals and Objectives, and Implementation Plan - 40 points**
- **Evaluation and Impact -15 points**
- **Target Audience - 10 points**
- **Sustainability - 5 points**

Frequently Asked Questions:

- **Who can participate?**
 - Non-governmental and non-profit organizations registered in Kazakhstan.
- **Who cannot participate?**
 - Organizations registered outside of Kazakhstan, commercial organizations, political groups carrying out partisan activities, and charity organizations are not eligible for this program.
- **Available funding:** The maximum funding for a project is \$30,000.
- **What expenses can be covered by Grant?** Grant funding can be used to pay for:
 - Campaigns to engage the public in socially valuable activities;

- Advocacy for solving societal issues;
- Monitoring of current legislation and state programs' implementation;
- Development of proposals for legislative changes;
- Project-related salaries and honoraria including applicable taxes;
- In-country travel expenses directly related to the project;
- Supplies or equipment necessary for project implementation;
- Contracted services directly related to the project (For example: translation, design, assessments, web-design etc.)
- Printing, publishing and promotional materials.

Grant funding cannot be used for salaries, rent, or other general support of an organization, unless these expenses are directly tied to the project.

Funds are limited and not all proposals will be funded. To be competitive, a proposal must clearly explain the project's goals, objectives and target audience, and offer a clearly formulated plan and realistic budget to achieve those goals and objectives. Embassy staff can provide advice on ensuring adherence of project proposals to these guidelines.